PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 1-Oct. 24, 1975

TO: Section Managers, AM-CS's, AM-DS's, D.M.'s, M/R's
(except Metro New York and Southern California)

FROM: J. J. Gillis

SUBJECT: Benson & Hedges 100's Box
Management Account Coverage
August 11-August 29, 1975

INTRODUCTION

After a very successful introduction in Metropolitan New York and Southern California, Benson & Hedges 100's Box will be introduced nationally during the 5th Sales Cycle (September 1-October 24, 1975). Benson & Hedges 100's Box gained significant extra business for the brand in both New York and Southern California, and we fully expect similar results nationally.

Benson & Hedges 100's Box will be the 1st Featured Brand during the entire 5th Sales Cycle (September 1-October 24, 1975). The retail Sell-In will include five cartons of Benson & Hedges 100's Box, with 10% gratis allowed on this brand only. The full details of the Sell-In procedure are dealt with specifically in the Retail Activity Instructions.

PRODUCT DETAILS

. Product	- Benson & Hedges 100's FLIP-TOP Box (Regular and Menthol).
. Item Number (UPC)	- 00410 Regular. 00420 Menthol.
. Price	- $12.50 per thousand.
. Case Packing	- 12,000 per case (60 carton case).
. Case Dimensions	- 20.6" x 11.9" x 23.0"

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U.S.A.

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- Case Cube - 3.286 cubic feet.
- Case Weight - Average 46.5 lbs.

MANAGEMENT SELL-IN DETAILS

- Management Meeting - Week of August 4, 1975.
- Direct Account Solicitation - Beginning August 11, 1975 (or immediately following the management meeting).
- Order Procedure - All orders taken for Benson & Hedges 100's should be forwarded at once to:

  Mr. L. E. Johnson
  Customer Service Department
  Richmond, Virginia

  Where timing of the Order/Delivery is a problem, the WATS line may be used - 800-446-7030. When telephoning Richmond, indicate this is an introductory order for Benson & Hedges 100's Box. No written confirmation order is required when using the WATS line.
- Terms - 3% - 30 days (available on introductory allocation only).
- Introductory Allowance - If purchase only one packing: 50 cents per thousand ($6 per 12 M case) on introductory allocation.

  If purchase Regular and Menthol: 75 cents per thousand ($9 per 12 M case) on introductory allocation.
- Introductory Allowance Period - August 25-September 12, 1975.
- Account Allocation - Two complete sets of allocation lists will be provided covering each account. These lists should be reviewed, and allocations approved by Section Managers for each account, prior to any direct account contact.

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One set of lists must be kept intact. Use this account list to record the total case allocation used by each account. At the end of the introductory allowance period, the complete set of lists, with allocations used by account, should be forwarded to:

Mr. G. O. Sledge
Customer Service Department
Richmond, Virginia

- Trade Circular - Trade Circular No. 445 will be hand-delivered to each direct account as contact is made. No circulars will be mailed to accounts.
- Samples - Sell-In samples will be provided for each AM-CS, AM-DS, D.M. and M/R.
- Product Available Direct Accounts - Week of August 25, 1975.
- Product Shipped to Direct Accounts - As orders are received beginning the week of August 25, 1975.

AM-CS - SPECIFIC OBJECTIVES

- All Account allocations should be reviewed and discussed with your Section Manager prior to initial coverage.
- Chain headquarter presentations must be scheduled as early as possible.
- Benson & Hedges 100's Box Regular and Menthol must be presented to all accounts to gain maximum distribution in all types of retail chain outlets. Special emphasis must be placed on the $9 per case introductory allowance for accounts that purchase both Regular and Menthol.
- Make certain that upon acceptance, Benson & Hedges 100's Box are placed in the retail order book and properly coded for re-ordering purposes.
- Notification of acceptance must be communicated to Section Managers and Division Managers at once.
- AM-CS's will be required to maintain close contact with chain headquarters, warehouses, and retail outlets to insure that product is being properly distributed and displayed.
- All B and B-1 displays will feature Benson & Hedges 100's Box as the Primary brand. Notification of this must be transmitted to all accounts.

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- In addition, for this introduction, an 18-pack Set/Sell offer is available. A $1 per display payment is authorized for the acceptance of up to five displays in a self-service position in active checkout lanes for a period of two weeks. The maximum payment per retail outlet is $5.

  - Payments to chain outlets will be made by check from the New York office to chain headquarters. Invoices covering all participating outlets, approved by a Section Manager or AM-CS, should be submitted to Mr. J. Hill.

  - Payments to independent outlets should be made locally to the store manager, and recorded on the normal gratis receipt.

AM-DS - SPECIFIC OBJECTIVES

- All Account allocations should be reviewed and discussed with your Section Manager prior to initial coverage.

- Benson & Hedges 100's Box must be presented to all direct accounts, with special emphasis on the $9 per case introductory allowance for accounts that purchase both Regular and Menthol.

- Solicitation for orders must initially be directed to those distributors where our Sales Representatives will be picking up merchandise to meet their needs. Special emphasis must be placed on providing sufficient quantity of product to insure adequate supplies for the introductory sales effort of our Sales Team.

- Follow-up in every instance to determine if the product ordered arrives on time.

- It is imperative that distributors have sufficient product available at all times.

- The AM-DS should arrange to attend distributor sales meetings where possible to enlist distributor salesmen's support in gaining new placements for Benson & Hedges 100's Box.

- AM-DS's will also be responsible for developing added cooperation from all distributor accounts in support of Benson & Hedges 100's Box. This will include:

  - Distributor salesman support.

  - Using the "Benson & Hedges 100's Box Reg./Men." rubber stamp provided to place the brand in all order books.

  - Placement of Benson & Hedges 100's Box P.O.S. at distributors.

  - Building displays of Benson & Hedges 100's Box at distributors.

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DIVISION MANAGER - SPECIFIC OBJECTIVES

The Retail Activity Instructions detail the basic essentials relating to the Sell-In, merchandising, and display of Benson & Hedges 100's Box. In addition, it is essential that the following points be understood and implemented:

- Closely supervise all Sales Representatives during the introduction of Benson & Hedges 100's Box. Pay particularly close attention to the newer Representatives who are experiencing their first new product introduction.

- Normal territory assignments and account coverage patterns will be used.

- A call rate objective of a minimum of 15 calls per day must be set for each Sales Representative. Maintaining call rates is a critical element of our introductory sales efforts.

- DM's must be in a position to provide adequate quantities of point-of-sale materials, retail order books, display receipts and masking tape to all Sales Representatives at any time.

- DM's will be responsible for contacting any key accounts, or local chains assigned, to insure distribution and display of Benson & Hedges 100's Box.

- Identify with all Sales Representatives any high volume independent outlets that refuse to purchase and/or display Benson & Hedges 100's Box. You will be responsible for planning a recall strategy for these outlets.

- Throughout the entire introductory period, close communication must be maintained with all individuals involved in this product introduction. This will insure that adequate materials and product are available, that assignments are being properly covered, and that Benson & Hedges 100's Box are being given the best possible support.

- The specific details of the Benson & Hedges 100's Box retail Sell-In are included in the Retail Activity Instructions. These must be communicated simply and directly to all members of the retailer Sales Team.

- Division Managers will be carrying a major responsibility in this important program. The objectives are "basic."

  - Sell and Display Benson & Hedges 100's Box in every retail outlet.

  - Place "Benson & Hedges 100's Box" point of sale in quantity in every retail outlet.

  - Maximize the sales and merchandising potential of each retail call, and maintain a call rate of at least 15 calls per day.

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MILITARY REPRESENTATIVES - SPECIAL INSTRUCTIONS

- The headquarters of the various military services will be advised of the national introduction of Benson & Hedges 100's Box.
- The Defense Supply Agency has not yet issued Benson & Hedges 100's Box code numbers. However, sales presentation calls on commissaries, as well as Navy, Coast Guard, and Marine exchanges can be made per you allocations. Each of these outlets is permitted to buy on a local basis.
- AAFES has issued the following code numbers:
  - Benson & Hedges 100's Box Regular - 411-004-830.
  - Benson & Hedges 100's Box Menthol - 411-006-700.
- Set/Sell display payments are now approved for AAFES outlets. The $1 display payment may be used with the Benson & Hedges 100's Box 30-pack Set/Sell unit. Also, where appropriate, the $1 per display payment is authorized for the placement of up to five 20-pack Set/Sells in active checkout lanes.
- Where Benson & Hedges 100's Box have been accepted, they should be displayed in the Primary section of all contract counter displays.
- Sell-In and obtain space on all carton merchandising fixtures for Benson & Hedges 100's Box.

ADVERTISING

Full color advertisements for Benson & Hedges 100's Box will appear nationally in major magazines and Sunday supplements. Color R.O.P. newspaper and outdoor advertising will also be used. A media schedule is contained on the back of the introductory brochure.

REPORTING

Area Managers will submit distribution reports to Section Managers weekly, beginning the week of August 11, 1975, with a copy to your Region Manager giving the following information:

- Account name (list major account, direct and non-direct).
- Account allocation, if direct buyer.
- Date accepted.
- Quantity sold against allocation.
- A sample reporting form is enclosed.

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Section Managers should forward a recap of these reports to the New York office weekly to the attention of Mr. J. J. Gillis.

In addition, at the completion of the introductory allocation period, a complete set of allocation lists, showing the total allocation used by each account, should be forwarded to:

Mr. G. O. Sledge
Customer Service Department
Richmond, Virginia

Benson & Hedges 100's Box will receive a significant amount of advertising, merchandising, and retail sales support during this introductory period. Combined with your efforts and expertise, we are confident that the Benson & Hedges 100's Box introduction will be a total success.

Any questions relative to this entire program should be directed to your Section or Region Manager.

Joe Sicci

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